



JEWELRY STORE DESIGN GROUP

Boutique Design Specialists since 1980

Our Design Ideas Deliver Results®

TIP
17-01

SAFETY TIPS FOR JEWELRY TRADESHOW TRAVEL

Spring & Summer is the season for Jewelry tradeshows which are a great way to see the latest designs and innovations in the industry. They're also a magnet for attracting some of the most dangerous jewelry thieves in the industry. Here are few basic tips to help keep you and your inventory safe while traveling to and from your next tradeshow.

Attending a tradeshow or jewelry conference can make you a potential target for jewelry thieves; always remain alert and aware and don't let your guard down. Before heading out to your next tradeshow, take these necessary precautions:

- **Review your coverage:** Work with your insurance agent to examine your current coverage. Most jewelers block insurance excludes coverage while at tradeshows. Therefore, increase your off-premises travel limit of coverage if your normal travel limit is insufficient.
- **Plan your travel route:** Know where you will be traveling and how you will get there. Your planning should include an alternate route that you can take in the event you are unable to follow your original plan, as well as a destination of safety you may need to go if you suspect you are being followed.
- **Keep merchandise with you:** Whenever you travel with jewelry merchandise, always remember to keep the merchandise in your possession at all times.
- **When on the road:** Make sure the vehicle you drive is appropriately serviced and maintained and that you keep the gas tank full. Be alert and watch for suspicious vehicles following you. If you sense somebody is following you, call 911 on your cell phone, and proceed immediately to your destination of safety. Whenever you must use public transportation, choose taxis available by dispatch.
- **When flying:** Pre-arrange for a private airport security screening so that you can keep an eye on your merchandise at all times during the security screening process.
- **Choose the right hotel:** Thefts in hotel/motel parking lots remain the sites of many off-premises jewelry crimes. Mitigate the risk of these crimes by choosing a hotel/motel with an inside room entry and with a well-lit and busy parking area. Make sure you enter through the main lobby and avoid staying in a room on the ground floor. Before you settle into your room, conduct an inspection to make sure the room is appropriately secure, and secure your door whenever you are in the room. Absolutely never open your door for unexpected visitors without positive identification, even if they claim to be hotel staff.
- **Buy and sell with security:** Virtually all tradeshow transit losses can be prevented by using a reputable armored courier service experienced in transporting high-value merchandise to and from the show. Whenever leaving your merchandise overnight at the show, utilize the vault or designated security area provided at the show. Avoid taking possession of jewelry at a tradeshow; instead, have the vendor ship the purchase to your business. Make sure you always confirm your coverage in these situations with your insurance agent.

Happy Selling

Our Services Top 4 Priorities:

#1-Effective Store Design. #2-Effective Lighting Design. #3-Store Theft Prevention. #4-Effective Merchandising.

■ **We-know-Retail** ■ **We-R-Retail®** ■

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